

IN THE CLAIMS:

Please amend the claims as follows:

1. to 54. (Cancelled)

55. (Currently Amended) A cable head end apparatus ~~comprising~~ in a digital imaging service which includes plural cable head end apparatuses, wherein said cable head end apparatus comprises:

distribution means for distributing television signals over a digital cable television network to a plurality of remote set top boxes, including a user set top box, and for providing image display services;

widespread advertising information receiving means for receiving widespread advertising information shared between ~~a plurality of said plurality of cable head end apparatuses;~~

first storing means for storing an advertising database, wherein local advertising information ~~in an~~ is stored in said advertising database, and wherein a like advertising database is respectively provided for each of said plurality of cable head end apparatuses;

photo image receiving means for receiving a photo image from a storage media via the user set top box;

second storing means for storing an image database, wherein the photo image ~~in an~~ is stored in said image database;

obtaining means for obtaining the local advertising information from an advertising database of one of said plurality of cable head end apparatuses, wherein said one cable head end apparatus from which the local advertising information is obtained corresponds ~~corresponding~~ to said cable head end apparatus having the image database in which the photo image is stored ~~from the advertising database~~; and

display controlling means for controlling to display both the photo image and the obtained local advertising information together ~~at a user display on a user display, wherein the user display is controlled to display both the photo image and obtained local advertising information together~~ via the user set top box.

56. (Previously Presented) An apparatus according to Claim 55, further comprising:

menu display controlling means for displaying a service menu at the user display via the user set top box terminal; and

receiving means for receiving a request of the service menu from the set top box terminal,

wherein the display controlling means displays the photo images at the user display in response to the request received by the receiving means.

57. (Cancelled)

58. (Currently Amended) A method for providing image display services comprising the steps of:

distributing television signals via a cable head end apparatus over a digital cable television network to a plurality of remote set top boxes, including a user set top box;

receiving widespread advertising information shared between a plurality of ~~such said plurality of~~ cable head end apparatuses;

storing an advertising database, wherein local advertising information in an is stored in said advertising database, and wherein a like advertising database is respectively provided for each of said plurality of cable head end apparatuses;

receiving a photo image from a storage media via the user set top box ;

storing an image database, wherein the photo image in an is stored in said image database;

obtaining the local advertising information from an advertising database of one of said plurality of cable head end apparatuses, wherein said one cable head end apparatus from which the local advertising information is obtained corresponds corresponding to said cable head end apparatus having the image database in which the photo image is stored ~~from the advertising database;~~ and

controlling to display both the photo image and the obtained local advertising information together at a user display on a user display, wherein the user display is controlled to display both the photo image and obtained local advertising information together via the user set top box.

59. (Currently Amended) A computer-readable memory medium having computer-executable process steps stored thereon for execution by a cable head end apparatus in a digital imaging service which includes plural cable head end apparatuses, wherein said process steps comprise:

distributing television signals over a digital cable television network to a plurality of remote set top boxes, including a user set top box, and providing image display services;

a first receiving step for receiving widespread advertising information shared between ~~a plurality of~~ said plurality of cable head end apparatuses;

a first storing step for storing an advertising database, wherein local advertising information in-an-is stored in said advertising database, and wherein a like advertising database is respectively provided for each of said plurality of cable head end apparatuses;

a second receiving step for receiving a photo image from a storage media via the user set top box;

a second storing step for storing an image database, wherein the photo image in-an-is stored in said image database;

an obtaining step for obtaining ~~the local advertising information, from an advertising database of one of said plurality of cable head end apparatuses, wherein said one cable head end apparatus from which the local advertising information is obtained corresponds~~ corresponding to said cable head end apparatus having the image database in which the photo image is stored ~~from the advertising database~~; and

a controlling step for controlling to display both the photo image and the obtained local advertising information together at a user display on a user display, wherein the user display is controlled to display both the photo image and obtained local advertising information together via the user set top box .

Please add Claims 60 to 62, as follows:

60. (New) The apparatus according to Claim 55, further comprising forwarding means for forwarding a request to a remote one of said plurality of cable head end apparatuses, in response to a request for a stored image which is not stored in said image database.

61. (New) The method according to Claim 58, further comprising forwarding a request to a remote one of said plurality of cable head end apparatuses, in response to a request for a stored image which is not stored in said image database.

62. (New) The computer-readable memory medium according to Claim 59, wherein said process steps further comprise forwarding a request to a remote one of said plurality of cable head end apparatuses, in response to a request for a stored image which is not stored in said image database.